

# **RJ REYNOLDS**

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

November 13, 1997

**RJR Account #462720**

Mr. J. LaFlamme  
N.H. TOBACCO

**WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008**

Dear Jeff:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as 105 SKUs of preassembled Counter Displays (Item #536285) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
7	Winston Filter Box	12300-24876
7	Winston Light Box	12300-22772

**PO #120897**

<u>Product / Premium Arrival:</u>	<u>December 8, 1997</u>
<u>Ship Date to Retail:</u>	<u>Week of: January 5, 1998</u>

**Displays (Item #536285)**

<u>SKU CUBE:</u>	0.8260
<u>SKU WT (w/o Product):</u>	1.5000 lbs
<u>Retail Sales Offer per Sku:</u>	20 units

<u>Billing per Sku:</u>	4 Full Price Cartons
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<u>EFT \$ Amount:</u>	<u>\$3,832.94</u>
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.70¢ 2-Pack Tear Tape  
N.H. TOBACCO

**Promotion Description:**

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston Filter Box and Winston Light Box.*

***SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST***

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$196.00 (7 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: H. Battle

L. E. MacWilliams

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JAN70CWN.DOC

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WHOLESALE : 462720 NEW HAMPSHIRE TOBACCO CORP. <DIRECT>  
 TEMPLATE : 800008 80100 WIN JAN .70/2 NO  
 TEMPLATE SEQ : 0020  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
112206	112220	706549	BOSWORTH'S MARKET	281 MAIN ST	FREMONT	NH	03044	2			927178	(603)895-4440
112206	112220	755974	NEWMARKET GETTY	37 N MAIN ST	NEWMARKET	NH	03857	1				(603)659-3263
112208	112225	737484	FREMONT'S EAT N RUN	198 MILTON RD	ROCHESTER	NH	03868	1				(603)330-0000
163803	163822	104445	THE VILLAGE STORE	RT 31	LYNDEBOROUGH	NH	03082	2				(603)654-9341
163803	163821	327791	MINUTE MART	PO BOX 72	TROY	NH	03465	1			916783	(603)242-3830
163803	163821	487018	TNT GAS CONV. INC.	RT. 101	PETERBOROUGH	NH	03458	2				(603)924-1066
163803	163822	590299	RYAN'S VARIETY	409 NASHUA ST	MILFORD	NH	03055	1			921155	(603)673-3009
163804	163822	596375	POTENE'S MARKET	717 W HOLLIS ST	NASHUA	NH	03062	2			920710	(603)881-4382
163804	163823	728902	GEORGE'S OF HUDSON	71 DRACUT RD	HUDSON	NH	03051	2			926394	(603)889-2160
163804	163822	601076	MOBIL MAIN STREET	267 MAIN ST	NASHUA	NH	03060	1				(603)595-8557
163804	163822	643569	KOZY KORNER	147 LAKE ST	NASHUA	NH	03060	1			902916	(603)886-3860
163804	163822	647037	JAC'S PLACE	72 1/2 W HOLLIS S	NASHUA	NH	03060	1			921304	(603)881-7627
163804	163822	686968	KIRKPATRICK'S CORNE	125 CONCORD ST	NASHUA	NH	03060	2			924894	(603)880-8452
163804	163822	687555	SHELL FOOD MART	301 MAIN ST	NASHUA	NH	03060	3			908707	(603)882-3962
163804	163822	693248	C&J VARIETY	29 CHESTNUT ST	NASHUA	NH	03060	2			925040	(603)889-5170
163804	163822	697275	BROOKSIDE MINI	RT 101 WEST	WILTON	NH	03086	1			925123	(603)654-6733
163804	163822	700966	SELLS BROAD ST MOBI	96 BROAD ST	NASHUA	NH	03060	2			904300	(603)888-1451
163804	163822	703675	SO MAIN VARIETY	590 S MAIN ST	NASHUA	NH	03060	1				(603)888-4401
163804	163822	743205	EAT HERE & GET GAS	620 AMHERST ST	NASHUA	NH	03063	1			927087	(603)889-3372
163804	163822	754903	LOCK STREET MARKET	54 LOCK ST	NASHUA	NH	03060	1			903088	(603)595-4908
163804		774591	THE BRIGHT SPOT	43 E DUNSTABLE RD	NASHUA	NH	03060	2			901401	(603)888-1531
163804	163822	103091	SOUCYS SUPER VALUE	217 W HOLLIS ST	NASHUA	NH	03060	1			904441	(603)883-8652
163804	163822	259090	CHURCHSIDE MARKET	56 W HOLLIS ST	NASHUA	NH	03060	1			911891	(603)889-4277
163804	163822	693563	LOUIE'S MARKET	49 LAKE ST	NASHUA	NH	03060	1			925081	(603)880-8183
163804		701597	SUNOCO SERVICE STAT	235 AMHERST ST	NASHUA	NH	03063	1				(603)882-0723
163804	163823	103075	PALMERS MARKET	76 LOWELL RD	HUDSON	NH	03051	2			905799	(603)889-7898
163804	163823	233425	SAM & ANNA'S VAR	187 WEBSTER ST	HUDSON	NH	03051	1			912261	(603)889-3441
163804	163822	104599	JEANNOTTES MARKET	2 COURTLAND ST	NASHUA	NH	03060	1			902726	(603)882-0161
163804	163822	508107	TEMPLE ST. SUPERETT	59 TEMPLE ST	NASHUA	NH	03060	1			904649	(603)882-2841
163804	163822	565855	R & M VARIETY	89 ALLDS ST	NASHUA	NH	03060	1			909853	(603)883-8989
163804	163822	103082	J-DONS STATELINE	1081 W HOLLIS ST	NASHUA	NH	03062	4			902692	(603)889-7878
163804	163822	103088	DUGAS MARKET	283 BROAD ST	NASHUA	NH	03063	2			901884	(603)882-4418
163804	163822	104411	LIZOTTE'S GROCERY	MAIN STREET	GREENVILLE	NH	03048	1			903062	(603)878-2773
163805	163820	605758	M & D MINI MART	321 MAMMOTH RD	PELHAM	NH	03076	1				(603)635-3108
163805	163820	411226	THE STORE & MORE	320 SANDOWN RD	EAST HAMPSTEAD	NH	03826	1				(603)329-4939
163805	163820	650809	U S GAS INC	362 N BROADWAY	SALEM	NH	03079	3			923177	(603)894-4111
163805	163823	657378	TEXACO QUIK STOP	RT 102 JCT 1 HAMP	LONDONDERRY	NH	03053	2				(603)425-1132
163805	163823	661045	HOWIE-GLYNN & SONS	COBBETT POND RD	WINDHAM	NH	03087	2				(603)893-3681
163805	163820	682602	COLBY CORNER MINI M	RT 121A & RT 111	E HAMPSTEAD	NH	03826	1				(603)382-2862
163805	163820	683130	SALEM CONVENIENCE	401 MAIN ST	SALEM	NH	03079	5				(603)898-6488
163805	163820	687557	KEV'S COUNTRY STORE	110 N MAIN ST	SALEM	NH	03079	1				(603)898-5436
163805	163823	705251	EXIT 5 TRUCK	137 ROCKINGHAM RD	LONDONDERRY	NH	03053	3			925552	(603)437-9929

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## WORKPLAN VAP TEMPLATE LISTING

PAGE: 4  
DATE: 97-11-03  
TIME: 11:36 AMWHOLESALE : 462720 NEW HAMPSHIRE TOBACCO CORP. <DIRECT>  
TEMPLATE : 800008 80100 WIN JAN .70/2 NO  
TEMPLATE SEQ : 0020  
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163805	163820	724669	TOWNE LINE VARIETY	1 GIGANTE DR	HAMPSTEAD	NH	03841	1			926345	(603)329-9300
163805	163820	733041	C & M GETTY	PELHAM GULF MART	PELHAM	NH	03076	3				(603)635-2828
163805	163820	767785	COUSINS CONV. STORE	116 BRIDGE ST	PELHAM	NH	03076	4			928002	(603)635-8624
163806	163823	748872	ASHLEY'S MARKET	436 D.W. HWY	MERRIMACK	NH	03054	2				(603)424-3020
163806	163823	501721	HANOVER MINI MART	167 HANOVER ST	MANCHESTER	NH	03104	1			919936	(603)628-6334
163806	163823	371559	WEBSTERS FAMILY STO	707 MILFORD ROAD	MERRIMACK	NH	03054	1			915934	(603)889-4885
163806	163824	622539	AMHERST MOBIL	75 NASHUA ROAD	AMHERST	NH	03031	3			922252	(603)673-3590
163806	163824	643590	STEVE'S 101 MOBIL	137 AMHERST RD	BEDFORD	NH	03110	1			917815	(603)472-2763
163806	163823	699056	MERRIMACK VILLAGE V	601 DANIEL WEBSTE	MERRIMACK	NH	03054	3			925412	(603)424-5371
163806	163824	718909	CIDER MILL COUNTRY	278 ROUTE 101	AMHERST	NH	03031	1				(603)673-8408
163806	163823	723710	BON BON'S MOBIL	140 DW HWY	MERRIMACK	NH	03054	3			915595	(603)882-4555
163806		393394	CANDIA ROAD CONV.	836 CANDIA RD	MANCHESTER	NH	03109	1				(603)669-6565
163807	163826	522669	L'ITALIENS MINI MAR	ROUTE 104	NEW HAMPTON	NH	03256	2				(603)744-6446
163807	163826	676718	FRANKLIN FAST FOOD	499 CENTRAL ST	FRANKLIN	NH	03235	1			926303	(603)934-6717
163807	163826	676719	FRANKLIN FAST FOOD	NORTH MAIN ST	FRANKLIN	NH	03235	1			926295	(603)934-2602

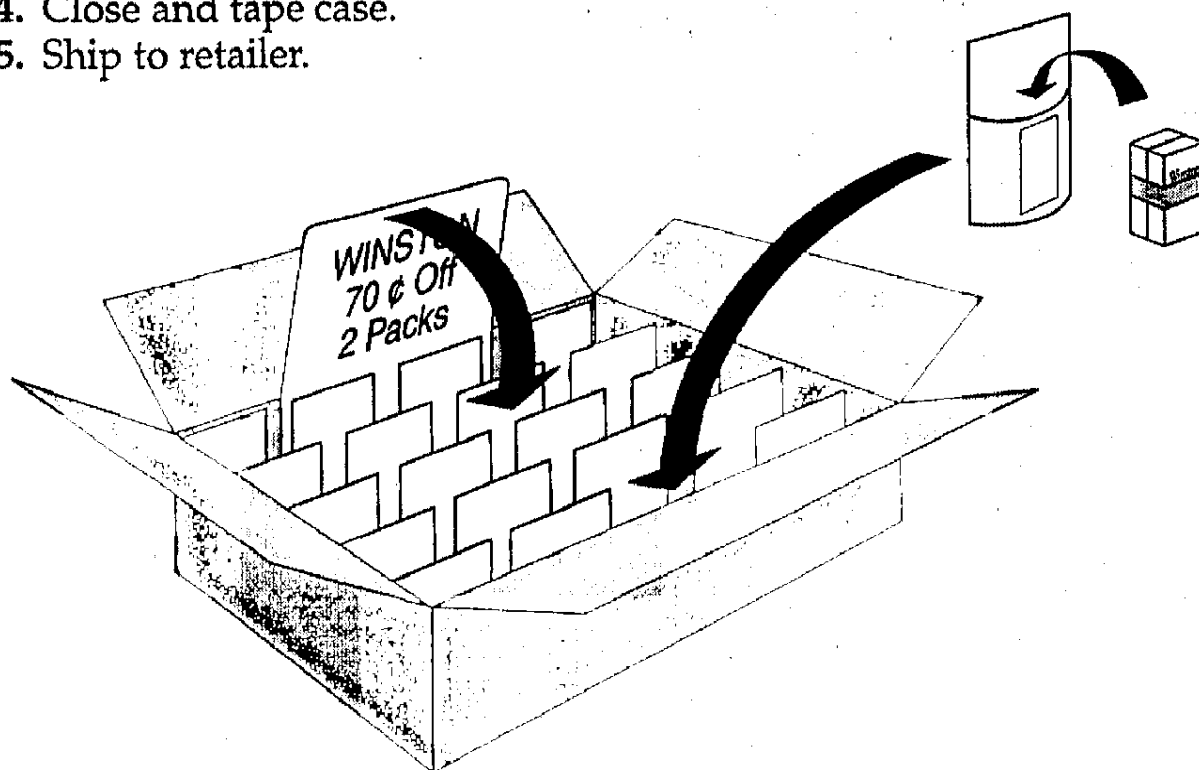
PAGE BREAK TOTAL ACCOUNTS 57 TOTAL QUANTITY 96

TEMPLATE TOTAL ACCOUNTS 57 TOTAL QUANTITY 96

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**WHOLESALE PACKING INSTRUCTIONS****VALUE ADDED PROMOTIONS****1ST QTR. '98****January WINSTON .70/2 PK***(70 cents off 2 packs)***STEPS**

1. Open WINSTON .70/2 PK shipping case.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.

**Item: # 536285****Description: WINSTON .70/2 PK / POS Kit**

Brand Style	FF BOX	LT BOX				
Number of Cartons	2	2				

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